

Whitewater Tourism Council Agenda

Wednesday, May 1, 2013, 9:00 am *Sentry Customer Service Area*

Mission Statement: Whitewater Tourism Council markets Whitewater area as a tourism destination. The Tourism Council will promote new and existing attractions and events by providing resources according to Council policy.

Purpose: The purpose of the WWTC is as an advisory Committee to assist in promoting new and existing tourism initiatives. WWTC will market WW as a tourism destination by communicating the themes of local history, culture, area attractions and events to targeted market segments.

State definition of Tourism: 66.0615 (1) (fm) "Tourism promotion and development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment.

2013 Members: Michelle Dujardin, Kathleen Fleming, Therese Kennedy, Tyler Sailsbery, Liz Sotherland, Open

Staff (nonvoting): Marie Koch – Discover Whitewater Director

Liaisons (nonvoting): City Staff- Latisha Birkeland, Downtown WW- Tamara Brodnicki, Open- Chamber, CDA, Common Council

Goals 2013: 1) Maps/Brochure 2) Kiosks, 3) Business/Organization/Community Outreach (Joint Board)(coop advertizing)

Ribbon cutting – Information Center at Sentry

Council Member Picture for Website

Call to order, roll call

- 1) Consent Agenda
 - a) Approval of Agenda
 - b) Minutes of previous meetings
- 2) **Important Dates –**
 - May 9 Walworth County Banquet**
 - May 11 Ice Age 50**
 - May 18 UW Graduation, City Wide Rummage Sale and Discover Whitewater Open House**
 - June 1, 2 Kettle Moraine 100 mile endurance run**
 - June 11 last day of School**
 - June 14, 18 Pig in the Park**
- 3) Staff / Committee / Liaison Communications
 - a) Administrative Report- Marie Cook
 - b) Financial Reports – Kathleen Fleming
 - c) Executive committee
 - d) Publicity / Communications / Community Outreach
 - e) Long-Range Planning / maps, signage, **website development**, print material
 - f) Nominating - Open seat**
 - g) Community Organization Communications – City, Chamber, CDA, DownTown Inc, Common Council
- 4) Ongoing Project Reports
 - a) Meeting/Event Reports - Art Walk 2013, Around the Corner, Our Town, Discover Wisconsin
 - b) Social Media - Blog, Facebook, Twitter, TripAdvisor/Google Analytics, All Calendar of Events
 - c) Print – Maps,
 - d) Marketing 2013 - Trip advisor ads, Silent sports, Wisconsin2Go, Wiscoguides.com,
 - e) Community Outreach – Joint Boards, Tyler and Kathleen
- 5) **Considerations**
 - a) CTP Grant – Discover Whitewater Marathon**
 - b) Kiosks update**
 - c) Website Review – Bios, Pictures, optimize for smart phone, downloadable maps, Minutes, Agenda**
 - d) Discover Whitewater Open house – storage, office presentable, clean up hall and conference room**
 - e) Bylaw Review**
 - f) Reschedule July 3 meeting**
 - g) Payables – Virus Ware for laptop, Laptop**
 - 6) Recommendations for future Agendas: Brochure / Bike Map
Future Agendas –Interns. Bike Spoken Here logo, WW Hidden Treasures, Business to Business Tourism Ambassador Award, Bike Awareness, , Bylaw review, Budget Review, Welcome Packet for group tours, Points of Interest Brochure and DVD, Request for general Whitewater guide, possible update and use of kiosk map with list of shops, Legal, Insurance, Accounting, Reduce Expenses. Google Analytics, Self Audit, Discussion on late night shuttle serves from campus and hotels to Food and Beverage districts. Coop with Nelson bus, brown cab or Fairhaven.
Ongoing Goals: Update printed material, Website enhancements, Business/Organization outreach.

Adjournment

Next meetings: June 5 Bicyclewise; July 3 Location TBD